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App. No. 09/872,457 Amdt. Dated September 20, 2006 Reply to Office Action of September 5, 2006 Atty. Dkt. No. 2174-101 (formerly 041581-2002)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

David R. Miller, et al.

Title:

HOUSEHOLD LEVEL SEGMENTATION

METHOD AND SYSTEM

Appl. No.:

09/872,457

Filing

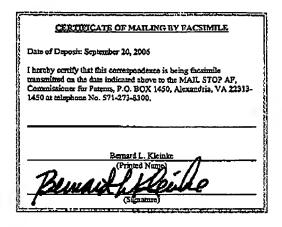
June 1, 2001

Date:

Examiner: Corrielus, Jean M.

Art Unit:

2162



## **REPLY AND AMENDMENT UNDER RULE 1.116**

MAIL STOP AF Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated September 5, 2006, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.